



Political ideology affects energy-efficiency attitudes and choices

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Year: 2013
Journal: Proceedings of The National Academy of Sciences of The United States of America. 110 (23): 9314-9319

Abstract:

This research demonstrates how promoting the environment can negatively affect adoption of energy efficiency in the United States because of the political polarization surrounding environmental issues. Study 1 demonstrated that more politically conservative individuals were less in favor of investment in energy-efficient technology than were those who were more politically liberal. This finding was driven primarily by the lessened psychological value that more conservative individuals placed on reducing carbon emissions. Study 2 showed that this difference has consequences: In a real-choice context, more conservative individuals were less likely to purchase a more expensive energy-efficient light bulb when it was labeled with an environmental message than when it was unlabeled. These results highlight the importance of taking into account psychological value-based considerations in the individual adoption of energy-efficient technology in the United States and beyond.

Source: <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3677426>

Resource Description

Communication: ☒

resource focus on research or methods on how to communicate or frame issues on climate change; surveys of attitudes, knowledge, beliefs about climate change

A focus of content

Communication Audience: ☒

audience to whom the resource is directed

Public

Exposure : ☒

weather or climate related pathway by which climate change affects health

Unspecified Exposure

Geographic Feature: ☒

resource focuses on specific type of geography

None or Unspecified

Climate Change and Human Health Literature Portal

Geographic Location:

resource focuses on specific location

United States

Health Impact:

specification of health effect or disease related to climate change exposure

Health Outcome Unspecified

Mitigation/Adaptation:

mitigation or adaptation strategy is a focus of resource

Mitigation

Resource Type:

format or standard characteristic of resource

Research Article

Timescale:

time period studied

Time Scale Unspecified